



city of
greenville

News Release

CITY KICKS OFF 2013 DOWNTOWN EVENT SERIES THIS WEEK

Popular weekly series return to newly completed NOMA Square

Greenville, S.C. – The City of Greenville kicks off its Downtown Event Series this week with the season opening nights of Piedmont Natural Gas Downtown Alive presented by Clemson MBA and Greenville Heritage Main Street Fridays presented by Pepsi. The free weekly events return to the newly completed NOMA Square, offering a season filled with live musical entertainment performed by local, regional and national touring bands, special events and children's activities.

According to Angie Prosser, director of public information and events for the City of Greenville, Piedmont Natural Gas Downtown Alive and Greenville Heritage Main Street Fridays are two of the most highly anticipated events of the year. "We are thrilled to host these special events at the newly renovated NOMA Square. The location is ideal for special events with a new permanent stage and wide open spaces for seating. In addition, this season offers a great musical entertainment lineup that we anticipate will draw huge crowds."

The 27th annual Piedmont Natural Gas Downtown Alive presented by Clemson MBA will kick off the first event of the season on March 21 featuring TJ Lazer & the New Detroits. The event series serves as the single largest fundraiser for the Metropolitan Arts Council, a local organization providing support and other vital services to individual artists, arts organizations and arts education programs. During its 23-week season, musical entertainment will include Lyric, Outshyne, Benton Blout, The Piedmont Boys and Retro Vertigo on the SC Blue Retail Stage.

"Downtown Alive is an excellent way for Piedmont Natural Gas and the people of Greenville to come together and celebrate this great city," said Michael Durham, community relations manager for Piedmont Natural Gas. "We are so pleased for the opportunity to partner again with Downtown Alive and to offer our support for these talented musicians. It's going to be another great summer for Piedmont Natural Gas and Greenville."

In addition, this season's Piedmont Natural Gas Downtown Alive will feature a Last Band Standing contest. Interested bands will have the opportunity to submit links to their music online, allowing fans to cast a vote for their favorite band. The band receiving the largest number of votes will ultimately earn a paid gig at the Piedmont Natural Gas Downtown Alive on August 29. Complete details will be released prior to the contest's start date in June.

Greenville Heritage Main Street Fridays presented by Pepsi will debut March 22 at NOMA Square. The family-friendly 27-week event will feature jazz, blues and beach music each week on the Larkin's Restaurants Stage. Highlighted monthly performances include Wanda Johnson, The Flashbacks, 5th and York and Encore. In addition, Greenville Heritage Main Street Fridays will feature the Level One Kid's Corner, including inflatables and fun-filled activities for children, such as face painting and arts and crafts. Unlimited children's ride wristbands will be available to purchase for \$12.

"Live music is one of many things that make Greenville's downtown a wonderful place to visit," said Alan Berry, president/CEO of Greenville Heritage FCU. "Greenville Heritage FCU is proud to partner with the City of Greenville as the title sponsor of the Main Street Fridays concert series. We look forward to 28 wonderful evenings of live music and family fun at NOMA Square as the City brings many different genres of music to the Hyatt stage."

Additional Downtown Event Series event partners include Budweiser, SC Blue Retail, Level One, the Hyatt Regency Greenville, Entercom, Larkin's Restaurants, Penske, Clear Channel & MY 102.5, WYFF 4, Fete, the Greenville Journal, Ben Arnold Beverage Company, BMW Charity Pro-Am and oobe.

For a complete entertainment lineup, visit the City's website at events.greenvillesc.gov or follow the events at facebook.com/downtownalive and facebook.com/mainstreetfridays and twitter.com/gvilleevents.

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